

EXPORT READINESS ASSESSMENT SYSTEM (ERAS)

Conceived and Developed by Maurice Kogon

ERAS is designed for companies that see exporting as a possible new or expanded activity, but are uncertain of their export potential or prospects. ERAS is also designed for trade counselors who need a fast, user-friendly way to “qualify” new clients for export assistance.

ERAS’ assessment of export readiness is based on answers to 23 questions about a company’s present operations, attitudes and products. Once all 23 questions are answered, ERAS provides immediate feedback in the form of an export readiness “score” and a detailed, point-by-point diagnosis. The assessment addresses the company’s export strengths and weaknesses in each of the 23 areas and suggests specific steps the company can take to build on its strengths and overcome any weaknesses.

COMPANY READINESS

1. Are you an established presence in your industry in the domestic market?
 - ☐ Well known
 - ☐ Somewhat known
 - ☐ Not well known
2. How extensive is your current domestic sales outreach?
 - ☐ Sell to a large customer base throughout the country
 - ☐ Sell to a large regional customer base domestically
 - ☐ Sell to a large local customer base domestically
 - ☐ Sell to a few regional/national customers domestically
 - ☐ Sell to a few local customers domestically
3. How do you sell and distribute your products in the domestic market?
 - ☐ Use combination of own sales force and regional distributors
 - ☐ Use regional distributors only
 - ☐ Use own sales force only
 - ☐ No sales/distribution network
4. Do you customarily conduct market research and planning for your domestic operations?
 - ☐ Always
 - ☐ Sometimes
 - ☐ Rarely
5. To what extent do you advertise and promote your products in the domestic market?
 - ☐ Very aggressively
 - ☐ Fairly aggressively
 - ☐ Modestly
 - ☐ Not much
 - ☐ None
6. Do any of your current managers or staff have export marketing or sales experience?
 - ☐ Considerable experience
 - ☐ Some experience
 - ☐ Little or no experience
7. Has your company received any unsolicited inquiries from foreign firms?
 - ☐ Many
 - ☐ Some
 - ☐ None
8. Could you promptly fill any new export orders from present inventory or other sources?
 - ☐ Easily
 - ☐ With Some Difficulty
 - ☐ With Great Difficulty

9. How would you handle any new or additional export business within your organization?

- ☐ Establish export department
- ☐ Establish export manager
- ☐ Hire more staff
- ☐ Train existing staff
- ☐ Assign to current staff

10. What is the current status of your export activity?

- ☐ Export to many markets
- ☐ Export to some markets
- ☐ Export occasionally
- ☐ No export activity

11. Is your top management committed to exporting as a new or expanded area of activity?

- ☐ Strongly committed
- ☐ Somewhat committed
- ☐ Little committed

12. How much per year could you afford to spend on export development?

- ☐ Under \$5,000
- ☐ \$5,000-\$25,000
- ☐ \$26,000-\$50,000
- ☐ \$51,000-\$100,000
- ☐ Over \$100,000

13. How long would your management be willing to wait to achieve acceptable export results?

- ☐ Up to 3 years
- ☐ Up to 2 years
- ☐ Up to 1 year
- ☐ Up to 6 months
- ☐ Need immediate results

PRODUCT READINESS

14. Have domestic sales of your product grown over the past 3 years (average per year)?

- ☐ Zero or negative
- ☐ Under 5%
- ☐ 6-10%
- ☐ 11-20%
- ☐ Over 20%

15. What is your product's current share of the domestic market?

- ☐ Under 5%
- ☐ 5-10%
- ☐ 11-20%
- ☐ 21-40%
- ☐ Over 40%

16. Is your product price-competitive in the domestic market?

- ☐ Highly competitive
- ☐ Somewhat competitive
- ☐ Not competitive

17. What payment terms would you be willing to offer reputable foreign buyers?

- ☐ Pay in advance
- ☐ Pay on deliver
- ☐ Up to 30 days
- ☐ 31-60 days
- ☐ 61-120 days
- ☐ Over 120 days

18. Does your product compare favorably with domestic competitors in features and benefits?

- ☐ Very favorably
- ☐ Somewhat favorably
- ☐ Somewhat unfavorably
- ☐ Unfavorably

19. Would you be willing to adapt your product and/or packaging to better suit foreign markets?

- ☐ Very willing
- ☐ Willing
- ☐ Reluctantly
- ☐ Unwilling

20. Is your product costly to transport over long distances?

- ☐ Not very costly
- ☐ Somewhat costly
- ☐ Very costly

21. Is any special training required to assemble, install or operate your product?

- ☐ No special training
- ☐ Some training
- ☐ Extensive training

22. Does your product require any special technical support or after-sale service?

- ☐ None required
- ☐ Some support/service
- ☐ Extensive support/service

23. Can your product tolerate harsh or widely varying environmental conditions?

- ☐ High tolerance
- ☐ Some tolerance
- ☐ Low tolerance

Please return this assment to our office for a complete evaluation of your Export
Resources, Marketing Methods, Management Commitment and Product Potential.
Thank you for your participation.

Please submit form to:

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